



# USOE Update

## Work-Based Learning Conference

# Update

- Senate Bill 154
  - Competency
  - Focus on academics
  - Raise graduation requirements
  - Refocus funds
  - Middle level count
  - High school competency levels
  - Assessments and remediation

# Update

- Performance Plus (State Board)
  - Public Input – 2003
  - Competency measurements
    - Middle Level
    - High School
    - Limit Courses?
  - Reading K-3 - \$30M
  - New Document June 2004

# Update

- UPASS/UBSCT
- NCLB
- Funding Issues
- Articulation In Higher Education
- UCATC
- ATE/CTE
- Marketing Initiative

# Why Talk About Marketing?

- No Child Left Behind
- Performance Plus
- Academic Achievement
- Graduation Requirements
- State Legislation on Competency
- UPASS



# Market – Become an Advocate

- One who pleads the cause of another
- One who defends
- To plead in favor of
- To defend by argument
- To support
- To provide publicity



# Decision Makers

- Who are your decision makers?
- Do these decision makers know about your program?
- Are these decision makers strong advocates for your programs?
- If not, how do you influence decision makers?

# Decision Makers –The Audience

- Students
- Parents
- Principal
- District Administration
- Counselors
- School Board
- Legislators
- Business and Industry Partners





# Myths

- “There isn’t much you can do to influence decision makers...”
- “Marketing types and lobbyists are bad...”
- “There is a Santa Claus...”
- “Politics are bad....”



# Message

- What is the message?
- Keep focused with the message
- Repeat the message, repeat the message, repeat the message, repeat the message
  - We have 5 times the information as our grandparents—need to repeat

# Message

- Real world experience
- Supports education reform goals
- Drop out prevention
- Provides occupational skills
- Leads to further education and training
- Critical part of economic development



$$GP + PR = PA$$

- GP = Good Performance
- PR = Public Relations
- PA = Public Appreciation

# GP – Good Performance

- Strong Programs
- Current – Viable – Research Based
- Hard Work – Productive Programs
- Results/Accountable



# PR – Public Relations

- “Anybody who thinks talk is cheap has never argued with a traffic cop.”

– Henry Youngman



# PR Vehicles

- Verbal
  - 60 second commercial
  - Create opportunities
- Written
  - Be brief
  - Fact sheets/brochures
  - Email and letters
  - Key phrases
  - Web sites- student friendly?



# PR Vehicles

“There is only one thing in the world worse than being talked about, and that is not being talked about.”

» Oscar Wilde



# PR Vehicles

- Data
  - Number of students
  - Number of business partners
  - WBL activities
  - Number of awards and honors
  - Trends in industry/how addressing
  - Data on society issues/how addressed

# PR Vehicles

- Personal Touch
  - Current student's success stories
  - Alumni success stories
  - Quotes from decision makers
  - Photos – 1000 words
  - Testimonials from
    - Students
    - Business partners
    - Parents



# PR Vehicles

- “Effective communication is 20% what you know and 80% how you feel about what you know.” >Jim Rohn



# Ideas

- CTE Week
- Job Shadow Day
- Lunch With Counselors
- Administrators
  - Participation
  - Emails
- Announcements at School
- School Web Site



# Ideas

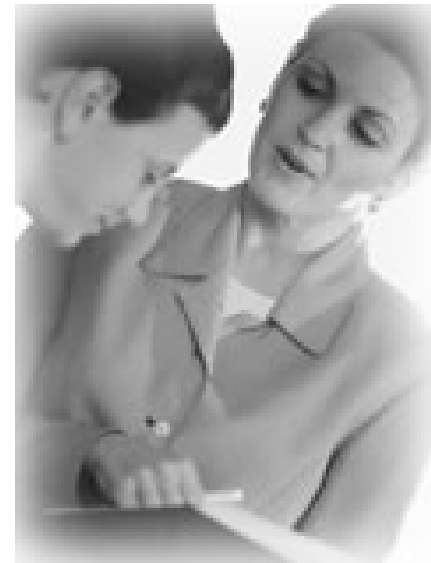
- School Newspaper
- Flyers/Posters
- Student Projects/Recognitions
- TV/Radio/Newspapers
- Parents and Business Involvement
- Local Board of Education Members



Create the opportunity.....

# PR - Relationships

- Building Relationships
- Trust
- Understanding
- Commitment to Common Goals



= Public Appreciation (PA)

# Toddler Property Laws

- “If I like it, it is mine. If it fits in my hand it is mine. If I can take it from you it is mine. If I had it a while ago it is mine. If it is mine, it must never appear to be yours in anyway. If I am doing or building something ALL the pieces are mine. If it looks like mine, it is MINE!”



# State Office Resources

- Television and Radio Campaign
- USOE Web Site Update (Marketing Info)
- Flyers and Fact Sheets
  - PDF files
  - Printed Files
  - Electronic Text
- Annual Report
- PowerPoint Presentations

**Resources Available on USOE Web Site This August**



# Marketing - Advocating

- Verb – ACTION
  - Plead the cause of another
  - Defend
  - Plead in favor of
  - Defend by argument
  - Support
  - Publicity

# But.....

- “If I just stay in my classroom and supervise WBL experiences ----- and do a good job, then I will be noticed and appreciated.”
- “I don’t have time to do all of that PR stuff. I’m too busy.”



*What is the one thing you will do this year to market your program?*



$$GP + PR = PA$$

**Thanks for all you do!!!!**